



Marketing Assistant Spring/Summer Internship

Organization: Cambridge Arts Council
344 Broadway
Cambridge, MA 02139

Contact: Mara Littman, Director of Marketing & P.R.
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Title: Cambridge River Festival Marketing Assistant

Description:

The Cambridge Arts Council (CAC) views the internship program to be a growth opportunity for both the intern and the agency. The CAC staff will work with the intern to identify a project based on his/her strengths and ambitions. The Intern will work with community collaborators that include city agencies, local businesses and community organizations. The intern will work under the supervision of the Director of Marketing and Public Relations.

This is an unpaid internship position; part-time -10-20 hours per week.

Projects may include:

- Assist in the marketing tasks related to the Cambridge River Festival (CRF);
- Create and distribute press releases and promotional materials associated with events, follow-up communication with reporters;
- Monitor and archive all press coverage;
- Maintain marketing databases and assist in audience development research;
- Coordinate marketing evaluations and audience profiles related to CRF.

Requirements:

- Arts background and office experience preferred;
- Excellent organizational skills;
- Strong written and verbal communication skills;
- Familiarity with Windows Operating Systems; experience with graphic design programs (PhotoShop, InDesign) highly desirable.
- Ability to work independently;
- Creativity & sense of humor;
- Willing to continue internship through end of June 2007.
(Possibility of extending through end of August 2007, if interested.)

More information: www.cambridgeartscouncil.org

To Apply: Submit a letter of interest and a resume.